



EAST BAY BICYCLE COALITION
P.O. BOX 1736 OAKLAND CALIFORNIA 94604
FRUITVALE VILLAGE 3301 E12TH ST SUITE 143

Bike to Work Day, May 14, 2009
ACCMA Sponsorship Request
Supplemental Report
February 26, 2009

1. Introduction

A major goal of Bike to Work Day this year is to broaden appeal of the event beyond just traditional bicyclists. We want to outreach to a wider audience of potential bicyclists, occasional bicyclists and most importantly to pedestrians and motorists. With motorists, our goal is to make them more aware of the event and the presence of bicyclists on the roadways, thus making bicycle travel safer. To do this, we are expanding our Bike to Work Day promotional campaign to include street pole banners for the first time. In addition to Bike to Work Day ads appearing at transit stations and on buses and on neighborhood and freeway billboards, our street pole banner ads will also be seen by more motorists as they drive thru popular commercial districts. As a result, Bike to Work Day reaches a broader audience.



2. Update

For the promotional campaign to have an impact, the budget should be at least \$50,000 or greater. Similar public service campaigns, such as "Don't Trash Oakland" and "Stop Waste" have had similar budgets for 4-week runs. In 2008, we managed to raise approximately \$40,000 for the Bike to Work Day promotional campaign, which along with donations, allowed us to have a successful event. For 2009, we want the budget to grow into the range it needs to be within to ensure its effectiveness throughout the county. To date, we have raised approximately \$40,000. To reach our goal of \$50,000, we need the Alameda County Congestion Management Agency to contribute.

Several cities in Alameda County have contributed funds, but mainly the larger cities such as Oakland, Berkeley, San Leandro, Hayward and Fremont. We also have sponsorship contributions from companies in the East Bay. Smaller cities, however, struggle to contribute do to limited funds and tight budgets these days. This is where a contribution from the ACCMA can fill a significant funding gap and allow for an increased spread of the Bike to Work Day ads throughout the county.

3. Specifics

An ACCMA sponsorship will be used directly to purchase additional ad space on street pole banners, on AC Transit, Union City and LAVTA buses, on bus shelters and at BART stations. Our Bike to Work Day ads have been designed and will start appearing on April 20, 2009. The ads will also be used in other ways, such as in community kiosks, online and in newspaper ads and the CMA logo will appear on these additional ads.

Most importantly, the CMA contribution will allow us to fill in the geographic spread of the Bike to Work Day ads throughout the county. This will ensure that the momentum of Bike to Work Day, with 20-25% each of the last two years, continues everywhere in Alameda County.

Thank you very much for your consideration.

A handwritten signature in black ink, appearing to read "Dave Campbell". The signature is fluid and cursive, with the first name "Dave" and last name "Campbell" clearly distinguishable.

Dave Campbell, Chair
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